

## P R E S S   R E L E A S E

**(EAST LANSING, MI)** The Travel, Tourism, and Recreation Resource Center at Michigan State University and *The School of Hospitality Business* are co-hosting the first annual Michigan Tourism Investment Forum on May 26-27, 2004, at the Hyatt Regency in Dearborn, Michigan. The purpose of this 1-½ day event is to help strengthen the state's tourism industry by increasing the investment community's awareness of the many development opportunities available in Michigan.

The forum will feature panel discussions and presentations on topics of importance to the tourism development and investment community, presented by industry leaders from both the private and public sectors. Emphasis will be placed not only on new developments, but also on the expansion or renovation of existing properties. Information and networking opportunities will be offered across the full range of developments with the potential to attract tourists: lodging properties (both small and large), casinos, marinas, campgrounds, spas, festivals and events, and shopping complexes, in projects that vary in scale from small to large. In effect, the forum will be an efficient market where all of the players engaged in tourism development and operations are present in one place and at one time with the mutual objective of "making deals."

For more information and registration information, please visit the Forum's web site at [www.tourism.msu.edu/forum](http://www.tourism.msu.edu/forum) or call the Travel, Tourism, and Recreation Resource Center at 517-353-0793.

**For further information contact:**

Alex Nikoloff  
Travel, Tourism and Recreation Resource Center  
Michigan State University  
Tel: (517) 353-0793  
Fax: (517) 432-2296  
[nikoloff@msu.edu](mailto:nikoloff@msu.edu)